

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
2	51	12/15/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Haldeman to Ziegler RE: RN's health. Carbon copy to Chapin. 3 pgs.
2	51	12/7/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Haldeman to unknown RE: the media. Handwritten notes added by unknown. 1 pg.
2	51	12/21/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Robert C. Odle, Jr. to Chapin RE: attachments on journalists. Carbon copies to Magruder and Snyder. 4 pgs.
2	51	12/21/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Chapin to Rob Odle RE: previous memo and talk show hosts. 1 pg.

Eyes Only

December 15, 1970

MEMORANDUM FOR: MR. ZIEGLER
FROM: H.R. HALDEMAN

It has been suggested that the following idea be implemented in order to get across the "hard-working President" line that we haven't been able to get across adequately in the past.

The President will be taking his physical examination some time between now and the end of the year. After the examination is finished the press will want to know the results. Normally you would include this information in one of your daily briefings. However, this time you should very carefully choose a small group, including the two wire services, one or two good network people - but no more than five or six - and let Dr. Tkach give them the results of the examination.

The results of the examination should be routine. It will give Tkach a chance to say, first, that the President's health is excellent. Second, he might comment on one or two that are particularly important from a public standpoint; the fact that the President has an amazingly low blood pressure, which is an inherited quality from his father and his mother, and that this is something that has been remarkable for him (Tkach) to observe through the years while he was Vice President as well as President, even in periods of great stress.

Tkach may balk to an extent on revealing what he calls professional information to the press, but, after all, Presidents are in the position where doctors are supposed to put out the truth and nothing but the truth with regard to the President's health and, if this is done in a low-key way, it would be enormously effective.

But now comes the point where Tkach can really make some points. He should then say that his major concern about the President's health is that he does not take enough time off and does not get enough recreation. He should say that this has been the case throughout the time that he has known the President - during the eight years that he was Vice President, and now during the two years he has been President. He should point out that even though the President has taken trips to California and Key Biscayne he refuses to use these trips adequately for recreation and usually works a full day either on the phone or with his close, personal staff during these so-called "vacation trips". He should point out that the President does not have the relaxations of others in the office. He does not play bridge. He has played golf only four times in the last year. He has bowled five times and his only recreation consists of an occasional swim when he is at the beach at Key Biscayne or California, or in the summertime at the pool at Camp David, and on weekends when he views a movie or televised sports event. He should say that the President's daily work schedule is the most back-breaking that he has ever observed in a public figure; that the President never takes time off for lunch and, unless he has an official dinner, he works three hours or so after having dinner with the family.

He should point out, nevertheless, that the President remains in excellent health due to very spartan habits - a very light diet, both at breakfast and lunch and even at the State Dinners where he usually passes the dessert. Apparently his walking with the dogs on occasion, and a one-minute running in place at a very high speed early in the morning, seems to keep him in surprisingly good health, but if he, Tkach, had any recommendation it would be to call for more recreation.

12/5
Mr. Ziegler

- 3 -

As you can see this will get across our point very powerfully and I think that Tkach could do it with complete credibility. In fact, if he would be willing to do so, he could even make these points on the morning show although probably the better thing to do would be to limit it to the type of direct pool report mentioned above.

Please contact Dr. Tkach and work out a plan for him to put across the points described above and submit a report when you have determined when the President will be taking his physical and on what day Dr. Tkach will make the announcement.

cc: Mr. Chapin

HRH:LH:pm:LH:cg

December 7, 1970

C
Set group
D

TALKING PAPER

PR and F R E S H Group

Let's face a few facts - most of the media people are (1) against us and (2) suspicious of us. In the main, they are hard to fool although they often fool themselves -- and that usually gives them a more negative stance so far as we are concerned. It is difficult for us to put anything over on them, it is practically impossible for us to subvert them. If they were for us we could do these things; since they are not we can't. When we try a gimmick they usually are waiting at the entrance to the alley and they wind up making us look more devious than we are. This gives us a credibility problem. The results more often turn out to be counterproductive. The media wind up being more suspicious of us than ever.

HRH:LH:pm
12/7/70

MEMORANDUM

THE WHITE HOUSE
WASHINGTON



December 21, 1970

MEMORANDUM FOR: MR. CHAPIN
FROM: ROBERT C. ODLE, JR.



Per our discussion, the attached is returned. As I mentioned, Al was very careful to check each person out in a number of ways and in Barbara Walter's case, she has told him she is a registered Republican and a strong Nixon supporter.

Because we are taking great pains to closely look at each person, we do not have too many on this list -- but more will be forthcoming as they are checked.

Attachment

cc: Mr. Magruder
Mr. Snyder

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

December 21, 1970

MEMORANDUM FOR:

MR. ROB ODLE

FROM:

DWIGHT L. CHAPIN 

Attached is your memorandum of December 17th. You say that you have attached a list of Talk Show personalities who are favorably inclined toward the President. On that list you put down Barbara Walters. Maybe we should clarify further what we mean by favorably inclined. When I send the list on to Haldeman with some other suggestions, I am sure that Barbara Walters, for example, will be questioned. Maybe we could indicate by each person's name the reason we feel they are favorably inclined.

Thank you.

~~Attached~~
~~back to you~~
~~see over doc.~~

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

December 17, 1970

MEMORANDUM FOR: MR. CHAPIN

FROM: ROBERT C. ODLE, JR. *R*

Attached is a list of talk show personalities who are favorably inclined toward the President. To thoroughly check out these people has been a lengthy process, and we are awaiting additional information on several other possibilities to complete the list. As a result, more names will be periodically added as reports are received and checked out. We are sorry for the delay, but wanted to make certain everyone was 100% in our corner.

Attachment

TALK SHOW PERSONALITIES

Bob Dornan, KTLA-TV, Los Angeles

Irv Kupcinet, WMAQ-TV, Chicago

John Madigan, WBBM-TV, Chicago

Bill Beyer, WLBW-TV, Miami

C. Douglas Mayes, WBT-TV, Charlotte, N. C.

Robert McClean, KYW, Philadelphia

Deena Clark, WRC-TV, Washington

Art Kent, KSL-TV, Salt Lake City

Barbara Walters, Today Show

Jesse Helms, WRAL-TV, Raleigh, N. C.

Virginia Graham, Syndicated, 9056 Santa Monica Blvd.
Hollywood, California 90069

December 21, 1970

MEMORANDUM FOR:

MR. ROB ODLE

FROM:

DWIGHT L. CHAPIN

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Thank you.

DLC:ny